

Town of Alpine Travel and Tourism Grant Application



Mission. Town of Alpine Travel and Tourism Board's mission is to help create positive experiences for visitors and residents by funding Lodging tax dollars for projects and/or events in Town of Alpine.

Purpose. The purpose of the Town of Alpine Travel and Tourism Board is to provide for the promotion of travel and tourism within Town of Alpine and to administer the distribution of lodging tax revenue, ideally for the benefit to local businesses and residents of Town of Alpine.

Applicant Organization Name: **Town of Alpine**

Event or Project Name: **Interactive Touch Screen Kiosk**

Event or Project Location and Date: **121 US Highway 89**

Applicant Address: **250 River Circle, Alpine, WY 83128**

Applicant Phone and email: Organization Contact Name: **Eric Green**

Organization Contact Phone and Email: **307-654-7757 Ext. 1** mayor@alpinewy.gov

Secondary Organization Contact name: **Sarah Greenwald**

Secondary Organization Contact Phone and Email:
office@alpinewy.gov **307-654-7757 ext. 4**

List of organizations Board Members and positions: **Mayor Green, Jeremy Larsen, Andrea Burchard, , Emily Castillo, Shay Scaffide**

Organization Structure: Non-Profit, Individual, Municipality? **Municipality**

Organization EIN: **83-0291688**

Organization W-9 if applicable: **Attached**

Organization board minutes approving grant Applications: **Attached**

Amount of funds requested. **\$40,000.00 over 5 years**

Proposed Cost of Project? **\$40,000.00 over 5 years**

List of other donors? **N/A**

Describe Project/Event; Purpose, Objective: The Town of Alpine seeks to install an interactive touchscreen kiosk at the Civic Center/Visitors Center to provide 24/7 access to essential town information, support local businesses, assist visitors, and improve community engagement. This self-service, automated device will serve as a business directory, trail and pathway guide, wayfinding tool, and community resource hub, ensuring that residents and tourists can easily access the information they need at any time.

Purpose and Key Benefits:

1. 24/7 Access to Information

- **Purpose:** The kiosk will provide continuous access to town resources, business listings, maps, public notices, and visitor guides.
- **Usefulness:** Ensures residents and tourists can obtain information anytime, even outside business hours, making it a reliable self-service tool for the community.

2. Business Directory & Local Economic Support

- **Purpose:** Feature a business directory showcasing local restaurants, shops, hotels, and service providers.
- **Usefulness:** Helps promote local businesses, directing visitors to dining, lodging, and retail options, boosting the town's economy.

3. Trail and Pathway Directory for Outdoor Recreation

- **Purpose:** Offer an interactive guide to Alpine's hiking trails, pathways, scenic routes, and outdoor recreation areas.
- **Usefulness:** Assists residents and visitors in navigating trails, discovering outdoor activities, and planning their adventures safely and efficiently.

4. Wayfinding and Navigation Assistance

- **Purpose:** Act as a wayfinding tool to help users locate town facilities, parks, public buildings, and points of interest.
- **Usefulness:** Enhances visitor experience by providing real-time directions to key destinations, making Alpine easier to explore.

5. Community Kiosk for Civic Engagement

- **Purpose:** Serve as a centralized information hub for local events, government meetings, community programs, and public notices.
- **Usefulness:** Keeps residents informed and engaged with town affairs, encouraging participation in public meetings, festivals, and recreational activities.

6. Emergency and Safety Resource

- **Purpose:** Display real-time weather alerts, road conditions, emergency contacts, and

evacuation routes.

- **Usefulness:** Provides critical safety updates, ensuring residents and visitors can quickly respond to emergencies.

7. Self-Service Transactions and Event Support

- **Purpose:** Allow users to register for events, sign up for recreation programs, pay utility bills, or reserve town spaces.
- **Usefulness:** Reduces wait times and improves efficiency by offering instant access to town services without requiring in-person staff assistance.

8. Accessibility and Inclusivity

- **Purpose:** Ensure usability for all individuals, including those with disabilities, non-English speakers, and those without digital access at home.
- **Usefulness:** Features like voice navigation, high-contrast displays, and multilingual support make information accessible to a diverse audience.

9. Data Collection for Town Planning

- **Purpose:** Gather insights through user interactions, surveys, and feedback forms to better understand community needs.
- **Usefulness:** Helps the town make informed decisions on future projects, services, and infrastructure improvements.

Overall Impact on Alpine:

The installation of an interactive community kiosk at the Civic Center/Visitors Center will:

- Promote local businesses with a dedicated business directory.
- Support tourism and outdoor recreation with a trail and pathway guide.
- Improve wayfinding by offering real-time navigation and directions.
- Enhance civic engagement with access to public meetings and event listings.
- Streamline government services by providing self-service options.
- Boost emergency preparedness with real-time safety alerts.

This project aligns with Alpine's commitment to embracing technology, supporting local businesses, improving accessibility, and enhancing the visitor experience, making the town more efficient, connected, and welcoming for all.

Where will the project/event take place? **121 US Hwy 89, Alpine, WY 83128**

Give a timeline with project/event deadlines? **Project will begin after July 1, 2026**

What is the expected impact of the project/event? How many tourists will it attract? How will it benefit overnight stays and local business impact? Will there be benefits to our local population?

Expected Impact of the Interactive Kiosk Project

Tourism Growth & Visitor Engagement

The interactive kiosk will serve as a **valuable resource for tourists**, providing them with **24/7 access** to essential information, including:

- Local **attractions, activities, and events**
- **Lodging and dining options**
- Trail and pathway maps for outdoor recreation
- Wayfinding assistance to **key points of interest**

By offering **real-time, easy-to-navigate information**, the kiosk will **enhance visitor experiences**, making Alpine a more attractive and accessible destination.

Increased Tourist Traffic & Overnight Stays

Providing visitors with **detailed lodging recommendations and local itineraries** will encourage longer stays. The kiosk will:

- Direct tourists to **hotels, lodges, and vacation rentals**, increasing **occupancy rates**.
- Promote **seasonal events and outdoor activities**, encouraging visitors to **extend their trips**.
- Highlight **restaurants, breweries, and shops**, increasing visitor spending.

By making it easier for visitors to discover **what Alpine has to offer**, the kiosk will **boost local tourism and hospitality revenue**.

Economic Benefits & Local Business Impact

- The **business directory** will promote **restaurants, retail stores, tour operators, and service providers**, directing foot traffic to **local businesses**.
- Visitors will **spend more time in town**, shopping, dining, and booking activities, leading to **increased sales tax revenue**.
- The kiosk will serve as a **cost-effective marketing tool** for local businesses by offering them a **platform to showcase promotions, services, and events**.

Benefits to the Local Population

While the kiosk is a valuable tool for visitors, it also offers **significant benefits to Alpine's residents** by providing:

- **Instant access to town updates, public meetings, and community events**, enhancing **civic engagement**.
- **Wayfinding assistance** to public buildings, parks, and trails, making navigation easier for new residents.
- **Emergency alerts and safety updates**, ensuring **residents and tourists are informed in real-time** about road closures, weather conditions, or public safety concerns.
- **Self-service access** to **town services, bill payments, and permit applications**, reducing the need for in-person visits.

Overall Impact

This project will strengthen Alpine's tourism industry, support local businesses, and enhance community engagement by offering a modern, accessible, and interactive resource. The kiosk will contribute to a more connected, informed, and economically vibrant town, benefiting both visitors and residents alike.

How long will your Project/event benefit intended target market? **Life of Asset**

How will ToATT grant money be used? **Grant money will be used to fund this project.**

Have you applied for other sources? If so, where? **N / A**

Will there be other funds available? If so, how much? **N / A**

Will there be a need for future funding? If so, explain? **No - The Town of Alpine should budget into expenses the upkeep costs of this sign.**

Supporting Documentation:

- Budget Worksheet or Financial Plan
- Marketing Plan - **Website - Newsletter - Buckrail - Social Media**
- IRS EIN **83-0291688**
- Bids, Contracts, Estimates, etc -
- W-9 **Attached**

Post Project/Event Feedback Checklist:

- Recap of Project/Event
- Number of Attendees
- Documentation (adds or pics) showing ToATT was listed and promoted as a sponsor
- Explain how your project/event created tourism.
- Explain how your project/event made a positive impact on the Alpine community.
- Was/is the objective of your project/event been met?
- Will you have the project/event again?
- What changes would you make, if any?
- Did you make new connections to future partners for your project/event?
- Show your Budget

Failure to file a final report and attend the Feedback meeting can result in ineligibility for future awards.

These grant dollars are generated with the lodging tax charge on overnight stays in the Town of Alpine. The board prioritizes dollars toward events that generate overnight stays and commerce amidst area businesses.

Signature Authorization to seek funds:

